Where I shopped in Japan

A guide to vintage shopping in Tokyo, boutique stores I loved, areas you should know about to maximize your shopping experience, and more.

STREET NIGHT LIVE
MAR 26, 2025 • PAID

26 3 2

Share

My Japan trip is finally coming to an end. I had an absolute blast, which was filled with a lot of great moments but most importantly, I got to experience such a vast variety of stores and various shopping experiences that I'll never forget—I wrote a recent article on 5 stores that shifted my perception on the in-person shopping experience, which you can read here.

Some of the best shopping in Japan can be found by simply walking around. Vintage shopping, boutiques and speciality stores are scattered all over Japan. Because these stores are literally everywhere, I created a list of 30+ stores ranging from clothing stores, bookstores, fragrances and accessories to get you started. Today we'll check out:

- Vintage stores you should put at the top of your list
- Beautifully curated boutiques & select shops I discovered randomly
- Bookstores for rare fashion books that you can cop for the low
- Areas you should know about to maximize your shopping experience and more!

Select Stores

The boutique shopping experience here is wild. There are so many amazing stores tucked away on random streets, that I simply just walked around to discover a lot of stuff I've never heard of. These stores are all unique in their own way. Specific curation of goods from high-end brands mixed with vintage, to simple classics we all know and

love. Here is my compiled list of the select stores you should have on your list next time you visit — *I also wanted to focus on providing you with a list of stores you will not experience anywhere else, giving you a unique shopping experience.*

Support my work by becoming a paid subscriber for only $5/month

Subscribed

- Jackman — **2 Chome-20-5 Ebisuminami, Shibuya, Tokyo 150-0022** — Discovered this store randomly as I was walking around through Ebisu. It's nestled in a quiet street in this beautiful tiny building. Jackman specializes in simple basics in a variety of beautiful colors using organic cottons. Really great stuff that's priced well. Bring that passport, they do tax free purchases.

The Jackman flagship is absolutely beautiful

- Kapital — If you're hitting Jackman then you might as well just hit the three Kapital stores that are located within 5 minutes of each other. If you search up Kapital, duffle with kapital, and Kapital Legs on maps they should all come up.
- Blue Room — **2 Chome-4-10 Shibuya, Tokyo 150-0002** — One of the best curated vintage spots for all of my streetwear heads. Huge variety of brands and just great selection. It's small, but it has heat.
- Pressure — **G02, 2 Chome-3-3 Shibuya, Tokyo 150-0002** — Just around the corner from Blue Room is Pressure, another great boutique specializing in curating streetwear

curating streetwear.

- TRAVIS — **3 Chome-6-12 Ebisu, Shibuya, Tokyo 150-0013** — If you're in Ebisu and plan on hitting either Lemaire or Hender Scheme then you should definitely check out Travis, a vintage shop specializing in movie memorabilia and merch. The owner has been running the shop for a few years and is insanely nice. He loves films and has a bunch of great gear from classic movies on display.

TRAVIS — His movie poster merch and poster game is unreal

- Bears — **2 Chome–9-3 Setagaya City, Kitazawa, Tokyo 155-0031** — A really cool spot to get yourself some denim. Pick from a huge amount of brands and get it altered on the spot. The friendly staff will take care of you and ensure you leave with a pair of denim you love.
- TOXGO — **3-27-13-B1 Jingumae, Shibuya, Tokyo, 150-0001** — Located downstairs is a small boutique that carries brands like Sedan All-Purpose, Setinn and others, as well as a curated vintage section with a lot of great finds. Solid space that's worth checking out if you're in Shibuya!
- Props Store — **3 Chome-31-18 Jingumae, Shibuya, Tokyo 150-0001** — This one is slightly confusing to find, but look for the building that has "GAIEN CO-OP" written next to the door and you've found the right spot. It's located just past the stairs on the first floor to the left. Can't miss it. This is a really cool shop that has a bunch of unique brands and selection of items. Highly recommend this spot.
- Kuumba Book Shop — **〒151-0063 Tokyo, Shibuya, 45, 富ヶ谷２丁目４５−６** — The home of incense and fragrance. This one is kinda out of the way from stuff, but still worth the visit. They offer a huge variety of incenses which you can try

out using their massive sample section.

- retaW — **〒150-0001 Tokyo, Shibuya, Jingumae, 4 Chome-28-12 ジャスト原宿 1F** — Since we are talking fragrance then we have to highlight retaW. One of the best when it comes to fabric sprays, incense and any other sort of aromas your life might need. Plus, the store is very simple yet beautiful.
- Leather & Silver MOTO — **3 Chome-10-2 Kita-Aoyama, Minato City, Tokyo 107-0061** — The spot for all of my leather fanatics. Go here to experience handcrafted leather products like shoes, wallets, bags and more at a level you've never seen before.

I do have a couple of hits in Osaka that you should keep in mind if you ever decide to do a few days here. Honestly, highly recommend coming out here. Food is amazing, the shopping is also great, and the vintage game is highly affordable. There is a lot of great boutiques also that really focus on curating a unique experience for their customer. Anyway, here are a few select shops that I discovered while I was out here.

- Salvage — **2 Chome-2-5 Toyosaki, Kita Ward, Osaka, 531-0072** — a pretty large vintage store that has a lot of great heat. You can find different genres of goods here.
- MONTARA by WOODY HOUSE — **〒531-0072 Osaka, Kita Ward, Toyosaki, 3 Chome-1-18 淀川ビル 1F** — A select boutique that carries brands like Kaptain Sunshine, Phigvel, Markaware, and a bunch of other brands I've never heard of before.
- Hender Scheme Osaka — **3 Chome-8-17 Toyosaki, Kita Ward, Osaka, 531-0072** — a few short minutes from Montara is Hender Scheme's Osaka location. Go to it. Absolutely beautiful building.
- Ima:zine — **3 Chome-30-4 Nakatsu, Kita Ward, Osaka, 531-0071** — Another great multi-brand store that carries a bunch of brands you and I have never heard of before.
- 2nd Street — **〒530-0013 Osaka, Kita Ward, Chayamachi, 15-22 アーバンテラス茶屋 町B棟 2F** — These you can find all over the place, but this specific one had a lot of heat when I went. Not sure if that will be the case when you visit, but worth a shot!
- styledepartment — **〒531-0076 Osaka, Kita Ward, Oyodonaka, 1 Chome-12-20 第２辰巳ビル 1階** — Multi brand retailer carrying brands like Still by hand, Yoko Sakamoto, Hed Mayner and more. Beautiful space that also has some cool stationary objects and accessories.
- Port Furniture — **〒531-0076 Osaka, Kita Ward, 8, 大淀中1-8-19 1F** — The chances of you buying furniture over here is low, but it's still cool to look at some unique pieces while you're out here. Port is located a few blocks away from styledepartment also!

Sarugakucho & Aobadai District

Some of my personal favorite shopping happened in these two areas. They are right next to each other and are homes to brands like The North Face Purple Label, Nanamica, Visvim, random bookstores and a bunch more. Because of the location, you can easily walk here from Shibuya, or simply catch a stop into the area, the choice is yours, but I would recommend walking to discover the area better—majority of my favorite finds this trip was because I simply walked around and got lost. This was the best way to discover stuff in an organic way.

Please note that it helps putting the name of the individual store with the address to find the exact location of each spot!!

Sarugakucho

- nanamica MOUNTAIN — **19-5 Sarugakucho, Shibuya, Tokyo 150-0033** — This is the home of the North Face Purple Label flagship location. Here you'll be able to shop pretty much everything offered by the brand. Bring your wallet and most importantly your passport, as foreigners are able to save on sales taxes by providing their passport at the cash.
- Nanamica Daikanyama — **26-13 Sarugakucho, Shibuya, Tokyo 150-0033** — Right across the street is Nanamica's flagship location. Filled with their entire collection, really friendly staff and just good vibes.
- Barbour — **25-1 Sarugakucho, Shibuya, Tokyo 150-0033** — This one is just right around the corner from Nanamica. Huge selection. Also has a lot of Japan exclusive releases you won't be able to get back home.
- HIGH! STANDARD — **25-1 Sarugakucho, Shibuya, Tokyo 150-0033** — Not sure why the address is the exact same as the Barbour location, but they are literally right next to each other. You can miss it. Anyway, great for American vintage. Prices vary, you need to do some digging but you can find some really cool stuff here.
- Descente Blank — **19-4 Sarugakucho, Shibuya, Tokyo 150-0033** — A great technical brand that is perfect for anyone looking to level up their arcteryx jacket.
- Tsutaya Books Daikan-yama — **Just search the store name directly on maps and it should come up** — A crazy bookstore that is very well worth the visit. Huge section for lifestyle books as well as fashion books and magazines that are much cheaper here than back home.

Aobadai

- Coverchord — **23–14 Meguro City, Aobadai, Tokyo, 153-0042** — A great multi-brand retailer that also carried The North Face Purple Label, Auralee, A. Presse, and a bunch more. Solid footwear, bags, and accessories selection.
- Nonnative — **2F, 1 Chome-16-17 Aobadai, Meguro City, Tokyo 153-0042** — This one is tucked away on the second floor, but just look for the small Nonnative sign by the staircase and you should be good. One of my favorite brands!!
- Visvim — **1 Chome-22-11 Aobadai, Meguro City, Tokyo 153-0042** — One of the most beautiful stores I've been too. This is an experience like no other, highly recommend making this a priority stop if you're in the area.
- Nigel Cabourn — **1 Chome-21-4 Aobadai, Meguro City, Tokyo 153-0042** — Only a few short steps away from Visvim, Nigel's military vision comes to life in this flagship store. Fans of military wear will be right at home here.
- JieDa — **1 Chome-19-3 Aobadai, Meguro City, Tokyo 153-0042** — This brand is a sleeper but I highly recommend taking a look at this one if you're already in the area. They focus on a more technical approach through unique paneling through their garments.
- Cow Books — **1 Chome–14–11 Aobadai, Meguro City, Tokyo 153-0042** — A small bookstore specializing in secondhand and vintage books. They also have a coffee bar that makes great coffee.

In general this area is very fun to hangout in. Situated between the Meguro River, I recommend just getting lost and walking up and down on both sides to discover what this area has to offer because there is a lot more I didn't end up mentioning.

Vintage Shopping

Vintage shopping here is absolutely crazy. You can expect a lot of Americana, which is honestly pretty expensive, but still worth checking out. The hidden gems you're going to need to search for but they are scattered and hidden within these stores.

Shimokitazawa is an area known for its vintage shopping—it's a few stops away from Shibuya, which you can easily do in a day but Shimo is a cute place to get dinner and drinks after a day out, so I highly recommend coming here. People say that it's a bit overhyped and maybe pricey in terms of vintage, but I think that it's still worth a visit. All you really need to do is navigate to the train station and simply walk around the area to discover the streets that are overflowing with stores. It actually felt crazy to see how seriously they take clothing here. Keep your eyes peeled, not just in Shimo but in other areas as well for stores like BerBerJin, 2nd Street, and TreFac. These are all multi-brand curated vintage stores. Some expensive, some cheap but are filled with designer brands from all over.

Here are a few other vintage shops that are scattered across Tokyo that I recommend. Each one has its own variety, from sportswear, denim, graphic tees, and everything in between to high-end designer vintage.

- Fifth General Store — **〒153-0051 Tokyo, Meguro City, Kamimeguro, 2 Chome–13–3 Iuchi Bldg., 裏 1F**
- M used clothing — **2 Chome-8-22 Takaban, Meguro City, Tokyo 152-0004**
- mistico disco — **2 Chome-16-23 Takaban, Meguro City, Tokyo 152-0004**
- Temporary — **1 Chome-2-2 Chuocho, Meguro City, Tokyo 152-0001**
- SkeletonLamp — **6 Chome–3–26 Tokyo, Setagaya City, Daita, 155-0033**

Bookstores

For all my book and magazine collectors looking to expand their fashion literature, I have a few spots that you should check out. Jinbocho is known as Tokyo's center for used books and magazines. This area is small, so just walk around up and down the streets and you'll discover a new bookstore worth visiting. I ended up buying so many books on this trip that I actually had to buy a whole new suitcase just for them. Here are some of my favorite stores that I ended up at:

- Kimoyama Book Store — **〒101-0051 Tokyo, Chiyoda City, Kanda Jinbocho, 1 Chome-7** — Massive selection of vintage high-fashion books. Actually insane how much rare stuff this store has. Priced really fairly, you can easily spend hours at this place. There are several other shops in the building that's worth checking out as well.
- magnif — **〒101-0051 Tokyo, Chiyoda City, Kanda Jinbocho, 1 Chome-1 7** — huge selection of fashion and lifestyle magazines from the mid 90s.
- Genkido Books — **〒101-0052 Tokyo, Chiyoda City, Kanda Ogawamachi, 3 Chome-1 -9** — used art and photography books.
- Super Labo — **〒101-0064 Tokyo, Chiyoda City, Sarugakucho, 1 Chome-4-11 遠藤ビル** — a really sick gallery focusing on photo books published by various people from the skate community. I really loved this spot.
- 7-Eleven — believe it or not but the 7-Elevens here carry issues of Go Out, 2nd, Popeye, Brutus and other various fashion magazines. Each location seemed different so hit those magazines sections!

That about does it. I mean, there is a lot more that I could mention from bigger named brands but that's something you can discover on your own. Feel free to hit up the other Japan shopping guide that has my google maps list with over 140 stores.

26 Likes · 2 Restacks

26 3 2 Share

Discussion about this post

Comments Restacks

Write a comment...

Arturo 9h
Will definitely be visiting some of these for sure. Got any Tokyo food recs off the top of your head? I'm going this week!
LIKE REPLY SHARE

Noel 6d
in one of the picture of the storefronts it says northface purple label, where is that store at ?
LIKE REPLY SHARE

1 reply by street night live

1 more comment...

Top Latest Discussions

How to revive your wardrobe

Setting up the foundation for a better style with good basics, building outfits, brands I'm keeping my eyes on right now, and more!

AUG 21, 2024 · STREET NIGHT LIVE

How to develop your sense of style

Why you shouldn't care about clothing and how obsessing over your interests leads to developing better style.

FEB 4 · STREET NIGHT LIVE

Recent purchases I'm enjoying right now

Barbour x Noah, finding the perfect sweatpants, Post Archive Faction + On, a rain jacket I'm obsessed with right now, my fall footwear rotation, and...

NOV 4, 2024 · STREET NIGHT LIVE

What pants I'm rocking with right now

The Golden Pair of Pants theory, where to get pants for under $150, styles you should have in your wardrobe, and more!

OCT 17, 2024 · STREET NIGHT LIVE

44 3

How to build a versatile wardrobe

Approaching new ways to refresh your clothing rotation and elevate your style

FEB 15, 2024 · STREET NIGHT LIVE

Recent pickups I'm excited about

Finding the perfect shirts, my thoughts on a pair of new GAT alternatives, sunglasses that are worth your money, well priced menswear on sale right...

FEB 19 · STREET NIGHT LIVE

How to expand your style in the workplace

Dressing like an adult, how to be more open towards fashion, and why you shouldn't say goodbye to your clothes.

JAN 5, 2024 · STREET NIGHT LIVE

The Best Holiday Sales

The best opportunity to scoop some major garments for the ultra low.

DEC 26, 2024 · STREET NIGHT LIVE

The Boot Report™

What styles I'm into right now, brands making hiking boots that you may have never heard of before, and boots on a budget you can buy right now!

OCT 22, 2024 · STREET NIGHT LIVE

30

End of the week recommendations

Taking a look at how to approach building an outfit with an open mind vs focusing on individual items.

FEB 14 · STREET NIGHT LIVE

See all >

© 2025 StreetNightLive · Privacy · Terms · Collection notice

Start Writing Get the app

Substack is the home for great culture